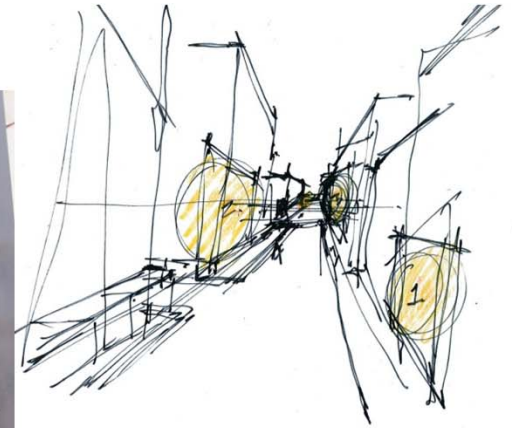
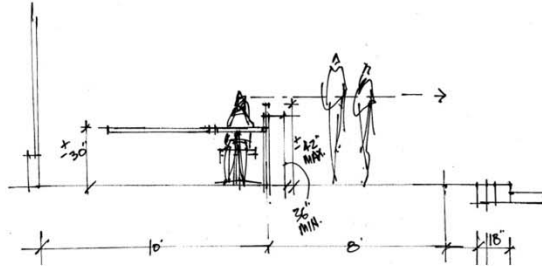
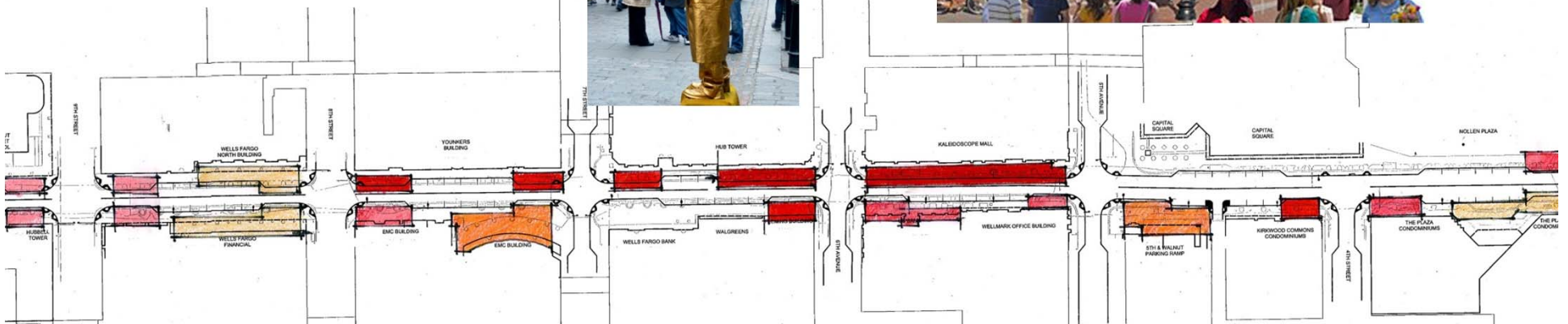


Walnut Street



South



AGENDA

INTRODUCTION

WALNUT STREET - TODAY

WALNUT STREET – VISION FOR FUTURE

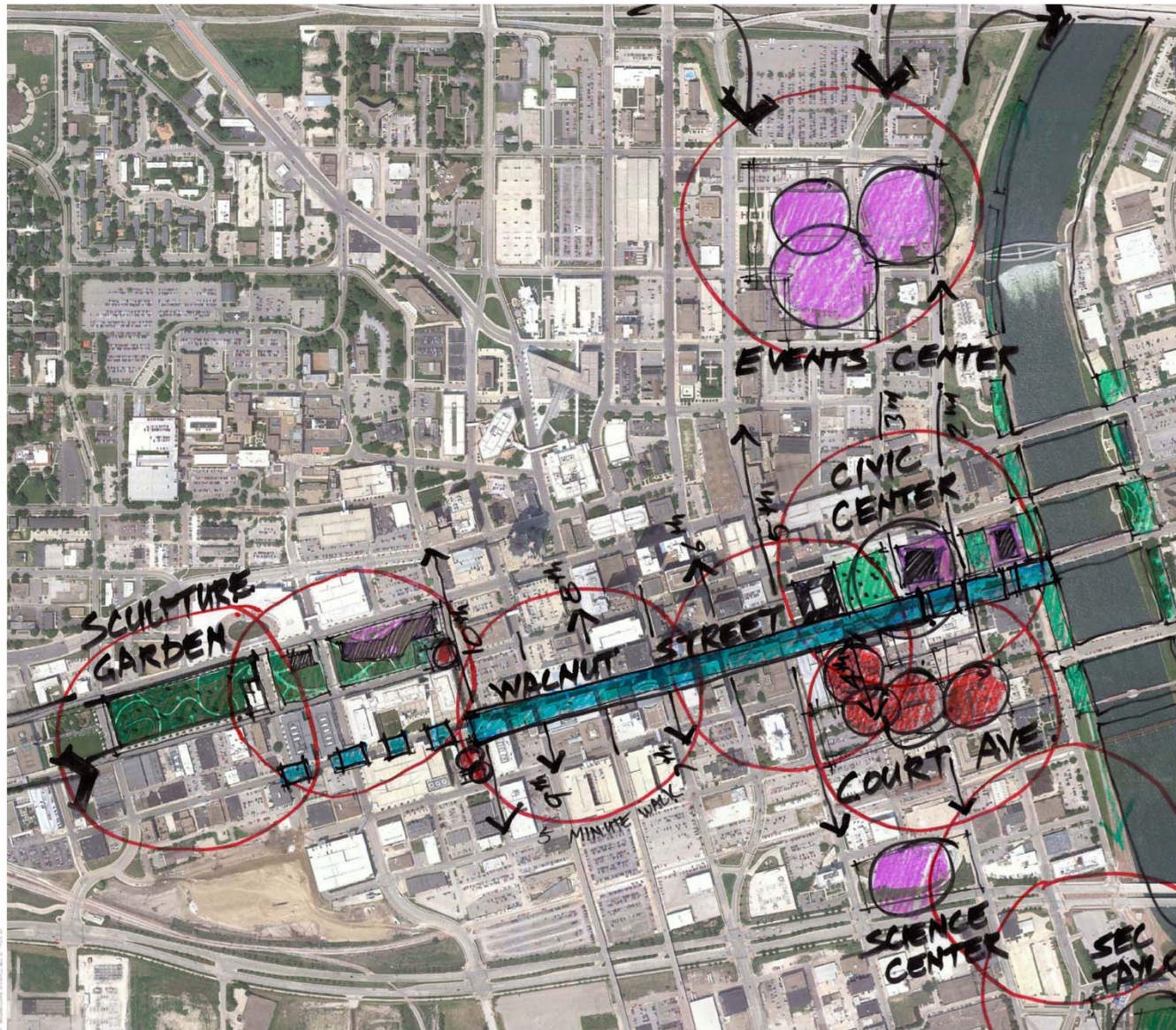
TRANSFORMATIVE ELEMENTS

PUBLIC COMMENT – OPEN HOUSE

WRAP UP – NEXT STEPS

INTRODUCTION

STUDY AREA: 2ND – 10TH STREET



INTRODUCTION

History of Walnut Street

Once the 'Park Avenue' of the City lined with hotels and department stores.

1960s . Emergence of Suburban shopping malls.

1980s . Transit Mall.

"Time to Re-Invest in the Core"



History of Walnut Street

“Walnut Street was one of the first in the nation to be fully illuminated by electric lights. The beautification project received recognition and spurred the business community to light the remainder of downtown.”



“Celebrate History in Modern Ways”

INTRODUCTION

ACCOMPLISHED TO DATE

- | | |
|--|---------------|
| • Project Kickoff
September 2012 | |
| • Corridor Survey
February | September - |
| • Pavement Analysis
February | September - |
| • Traffic Pattern Analysis | February 2013 |
| • Series of Stakeholder Meetings (Many) | Ongoing |
| • Series of Technical Committee Meetings (3) | Ongoing |
| • Urban Media – Arts Committee | Ongoing |
| • Des Moines Parks / Bike Lanes | Ongoing |
| • Retail Study – Robert Gibbs
November - February | |
| • Preliminary Design | Ongoing |

WALNUT STREET TODAY



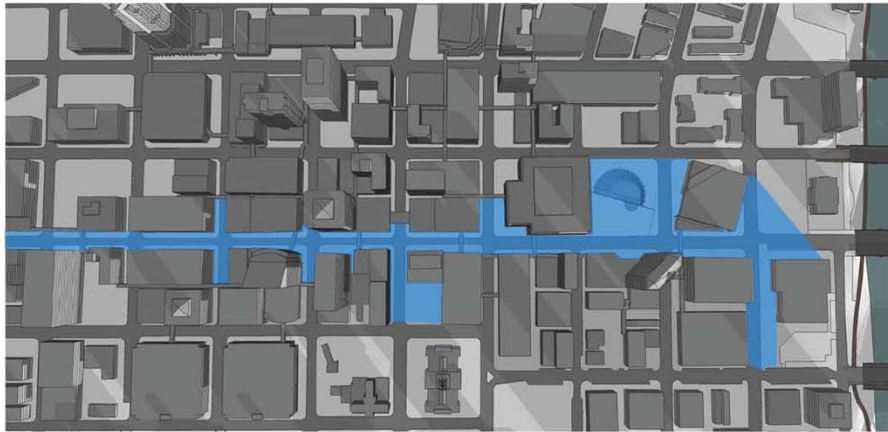
CONFLUENCE – GENUS – REYNOLDS URBAN DESIGN – SUBSTANCE – VEENSTRA + KIMM – GIBBS PLANNING GROUP – WAVEGUIDE MEDIA

WALNUT STREET TODAY



CONFLUENCE – GENUS – REYNOLDS URBAN DESIGN – SUBSTANCE – VEENSTRA + KIMM – GIBBS PLANNING GROUP – WAVEGUIDE MEDIA

SHADE/SHADOW STUDY



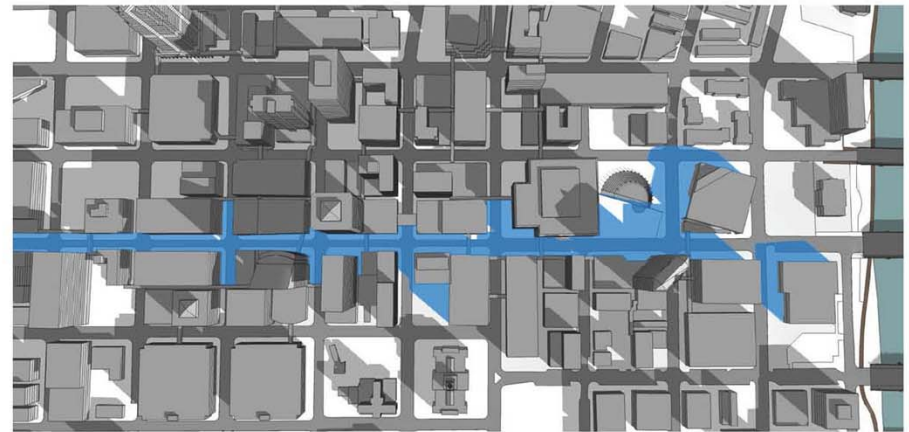
JANUARY



JULY



APRIL

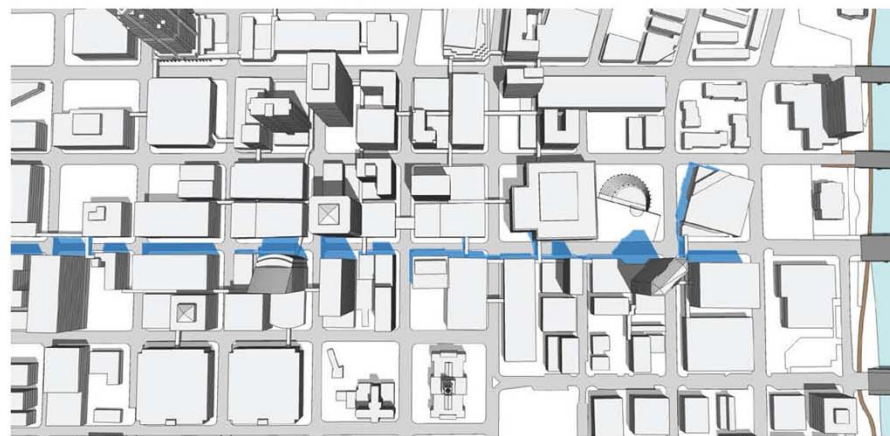


OCTOBER

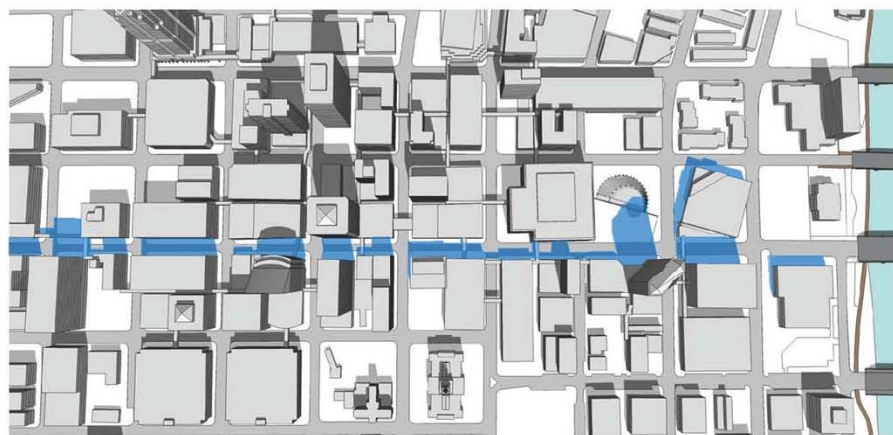
SHADE/SHADOW STUDY



JANUARY



JULY

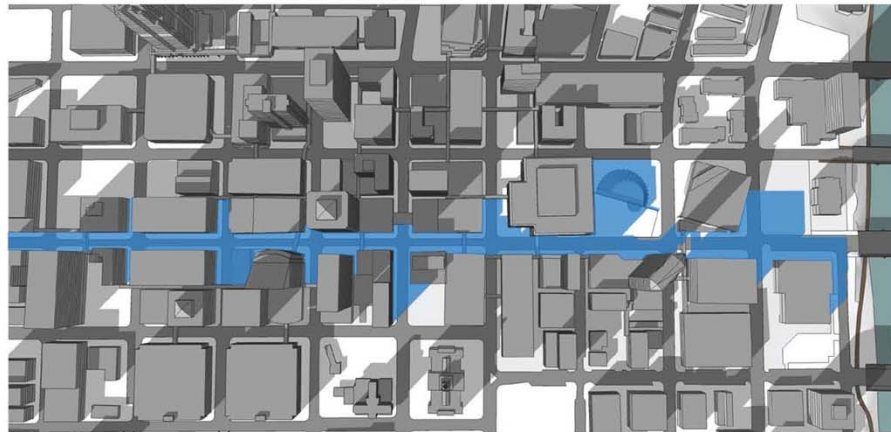


APRIL

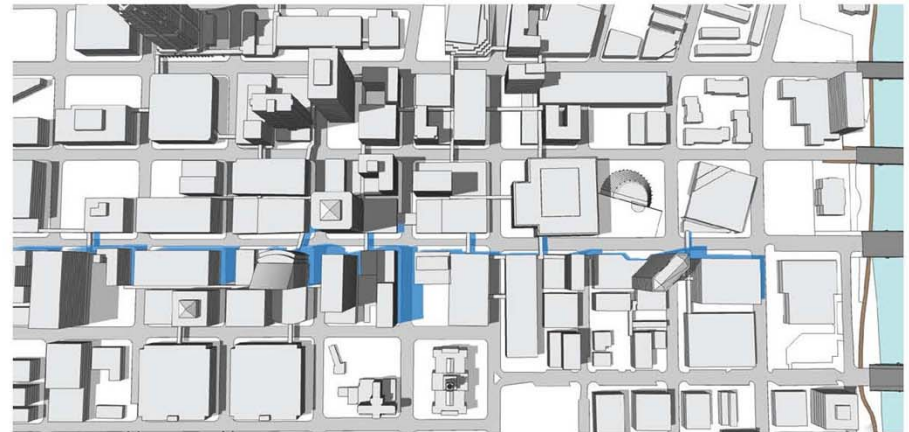


OCTOBER

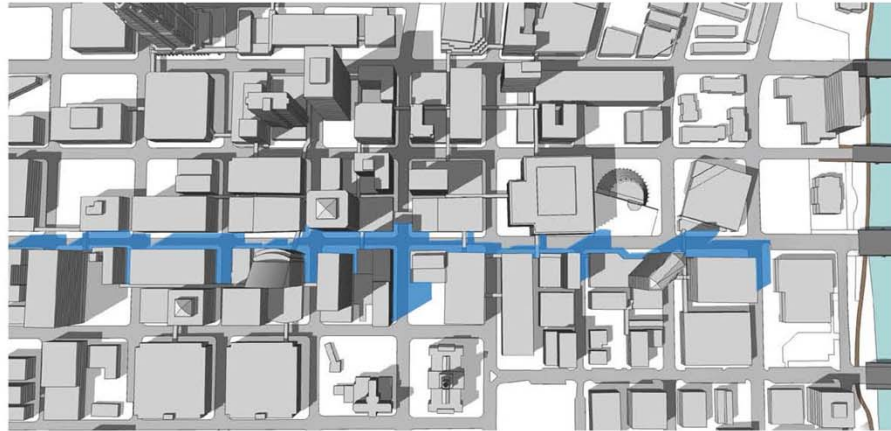
SHADE/SHADOW STUDY



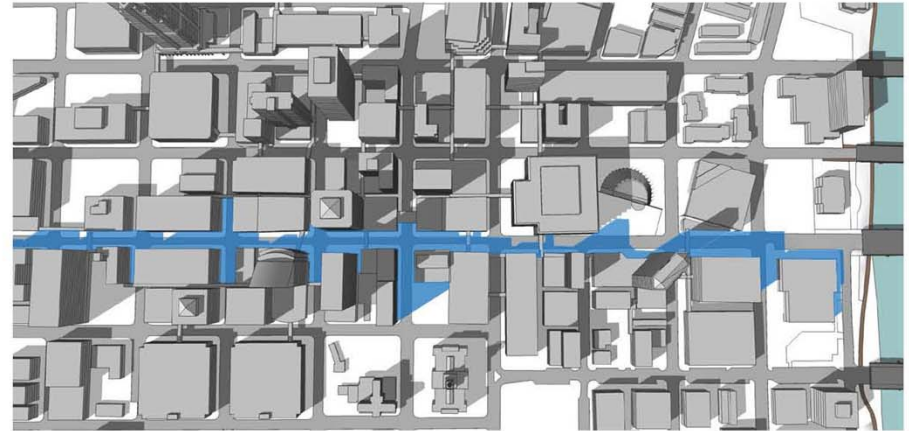
JANUARY



JULY



APRIL



OCTOBER

WALNUT STREET TODAY



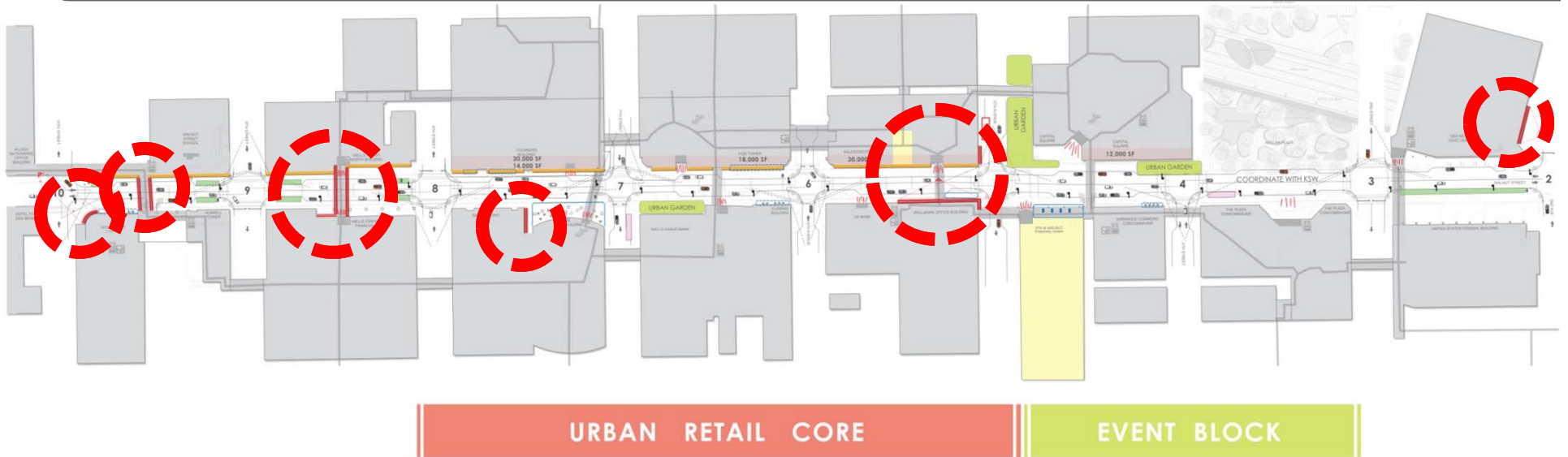
CONFLUENCE - GENUS - REYNOLDS URBAN DESIGN - SUBSTANCE - VEENSTRA + KIMM - GIBBS PLANNING GROUP - WAVEGUIDE MEDIA

WALNUT STREET VISION



CONFLUENCE – GENUS – REYNOLDS URBAN DESIGN – SUBSTANCE – VEENSTRA + KIMM – GIBBS PLANNING GROUP – WAVEGUIDE MEDIA

WALNUT STREET VISION



WALNUT STREET VISION



CONFLUENCE - GENUS - REYNOLDS URBAN DESIGN - SUBSTANCE - VEENSTRA + KIMM - GIBBS PLANNING GROUP - WAVEGUIDE MEDIA

WALNUT STREET VISION



CONFLUENCE – GENUS – REYNOLDS URBAN DESIGN – SUBSTANCE – VEENSTRA + KIMM – GIBBS PLANNING GROUP – WAVEGUIDE MEDIA

WALNUT STREET VISION

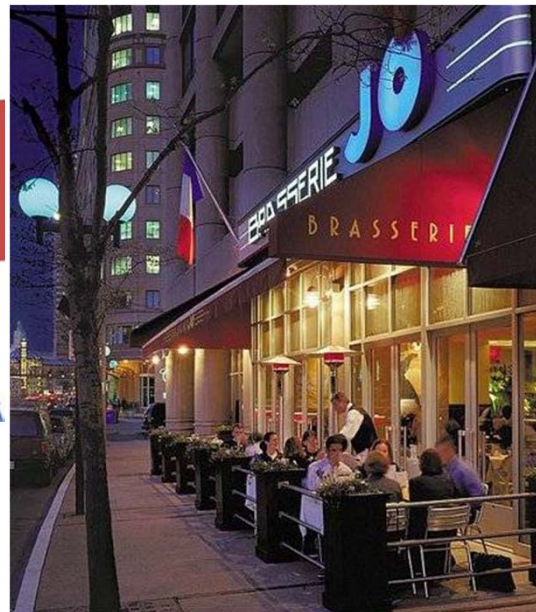


Robert Gibbs of Gibbs Planning Group

Retail Market Study Findings:

City of Des Moines could support an additional 226,800 SF of retail and restaurant development

WALNUT STREET VISION



WALNUT STREET VISION

What Walnut Street Can Become.....

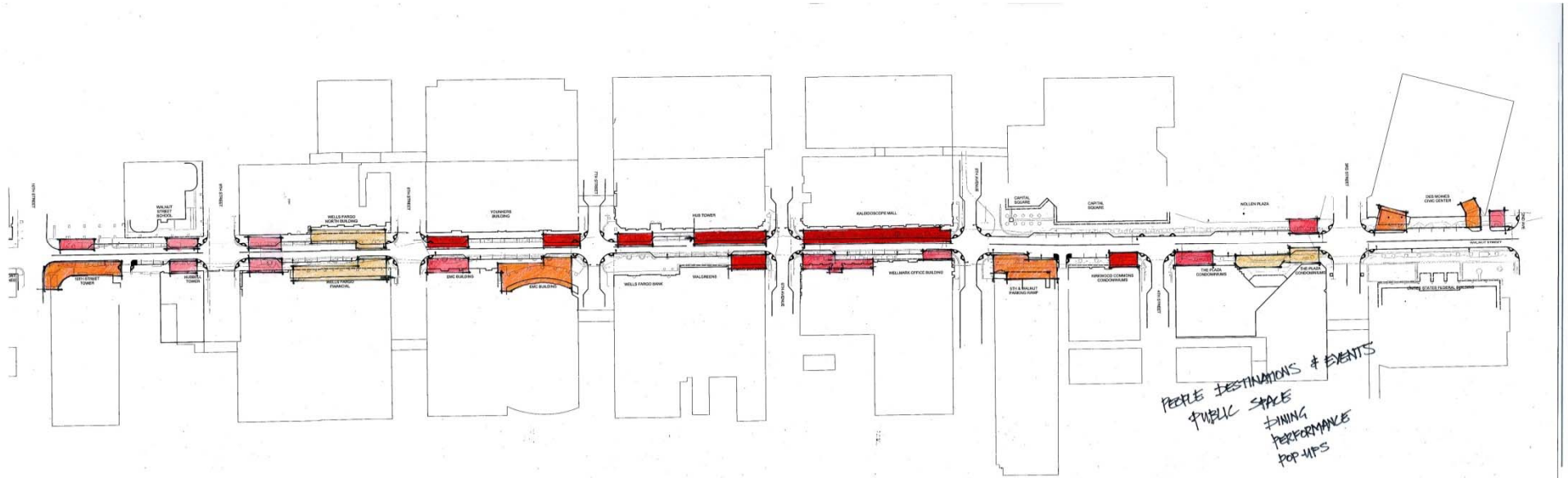
- The only East-West 2-Way Street through downtown
- THE place to shop in the State of Iowa
- The place to see and be seen

Keys to Transformation:

1. Pedestrian Oriented
2. Layers of Transportation
3. Memorable Destinations
4. Urban Gardens
5. Celebrating the Arts
6. A Return to Retail

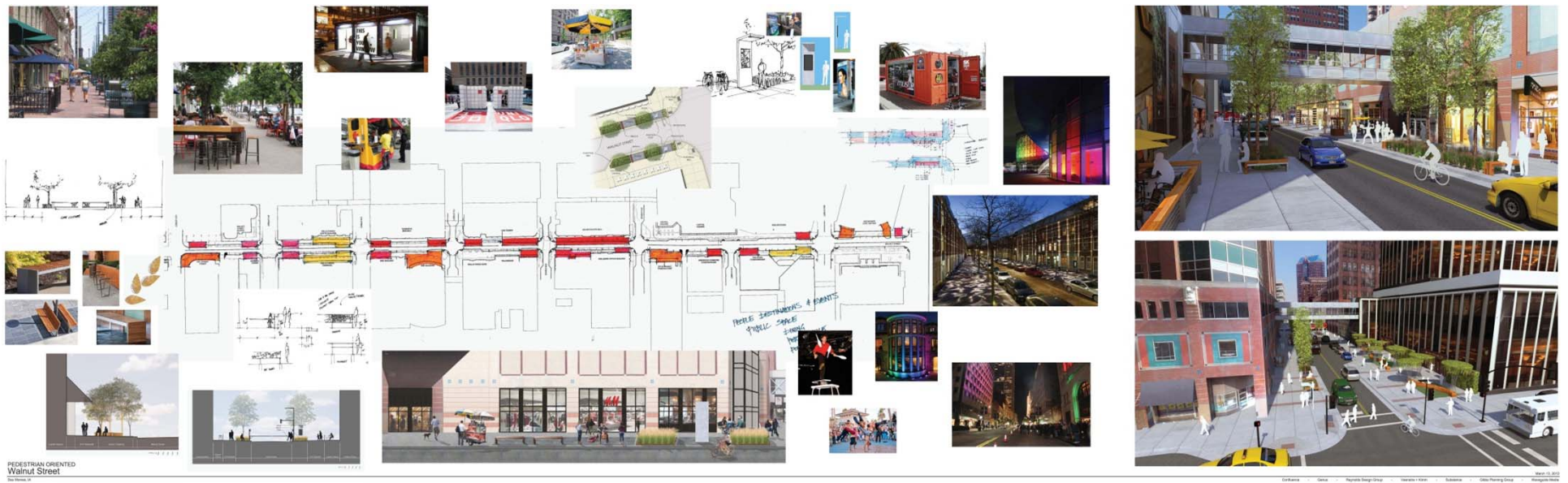


PEDESTRIAN ORIENTED



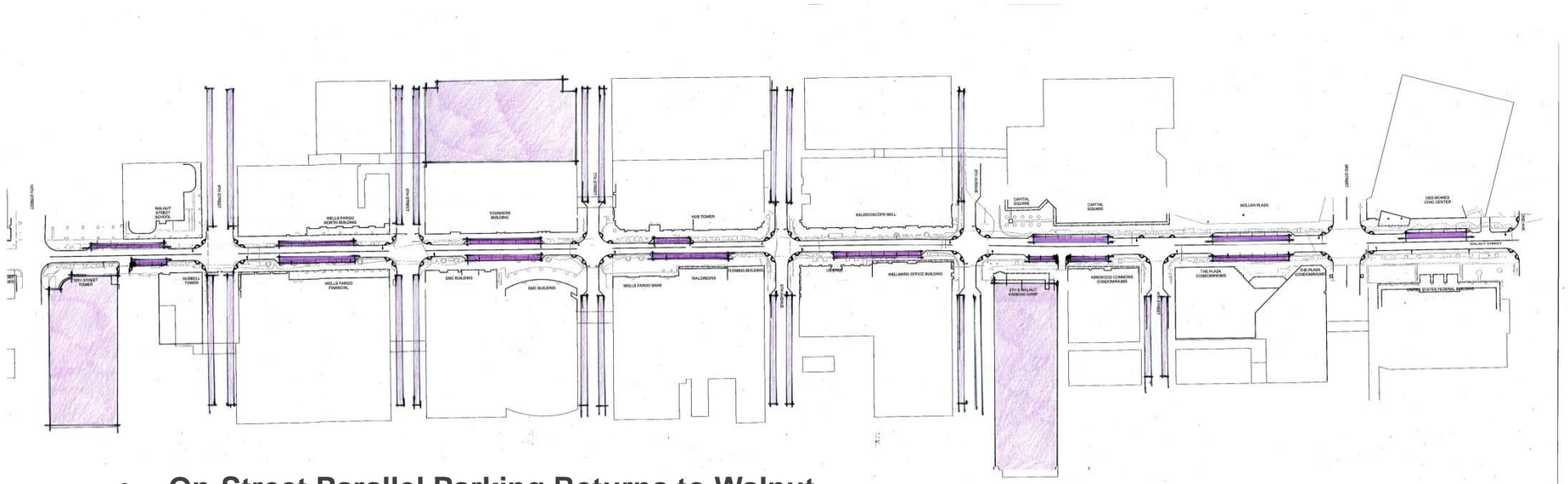
- **Street Level excitement**
 - **Skywalk Connections Improved**
 - **Outdoor Dining**
 - **Window Shopping**
 - **Pop Up Vendors**
 - **Vendor Carts**
- **Wider Sidewalks**
- **A Clean new look**
- **Quality Experience**

PEDESTRIAN ORIENTED



CONFLUENCE - GENUS - REYNOLDS URBAN DESIGN - SUBSTANCE - VEENSTRA + KIMM - GIBBS PLANNING GROUP - WAVEGUIDE MEDIA

LAYERS OF TRANSPORTATION



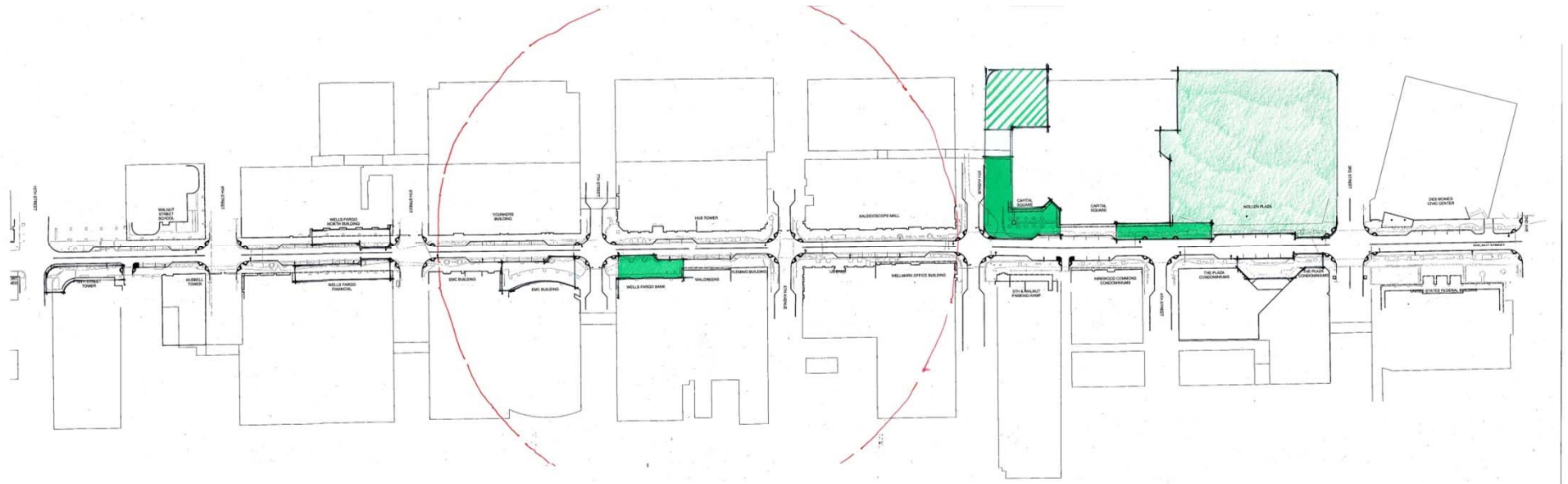
- **On-Street Parallel Parking Returns to Walnut**
- **Side Streets to have Dedicated Parallel Parking**
- **Bike Parking**
 - **B-Cycle Stations (2)**
 - **Bike Racks**
- **Alternate Bus Route**
- **Pedestrian Priority**

LAYERS OF TRANSPORTATION



CONFLUENCE - GENUS - REYNOLDS URBAN DESIGN - SUBSTANCE - VEENSTRA + KIMM - GIBBS PLANNING GROUP - WAVEGUIDE MEDIA

MEMORABLE DESTINATIONS



- **Unique Memorable Spaces**
- **Comfortable**
- **Visible**
- **Versatile**
- **Easy to Maintain**

URBAN GARDENS

Successful urban gardens are:
unique and memorable experiences
comfortable
visible
versatile
easy to maintain

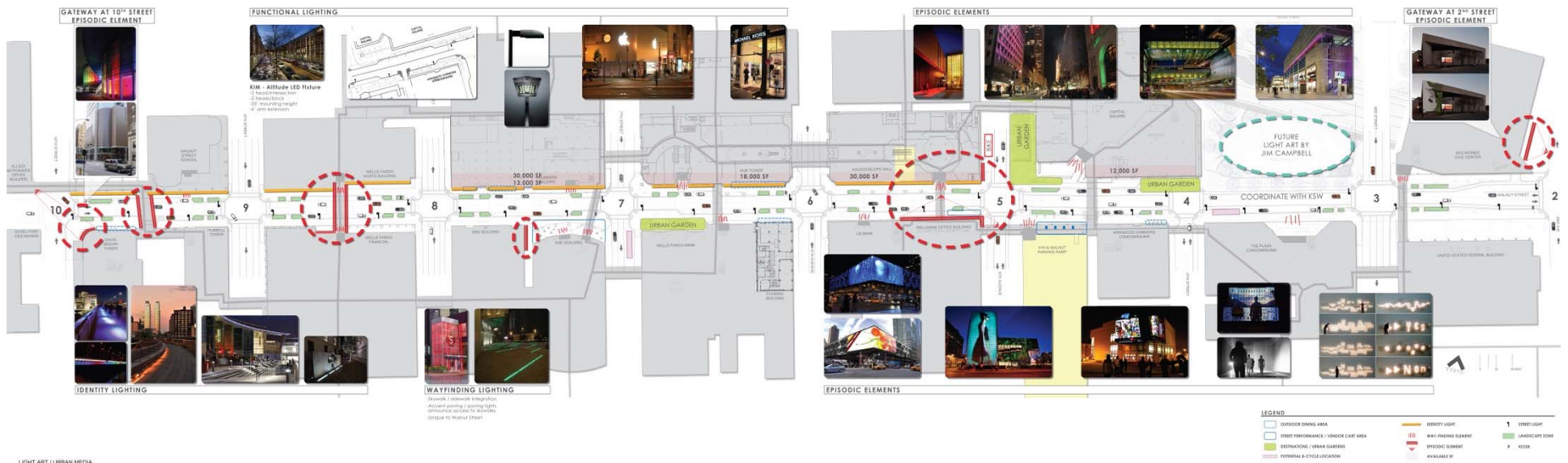


CELEBRATING THE ARTS

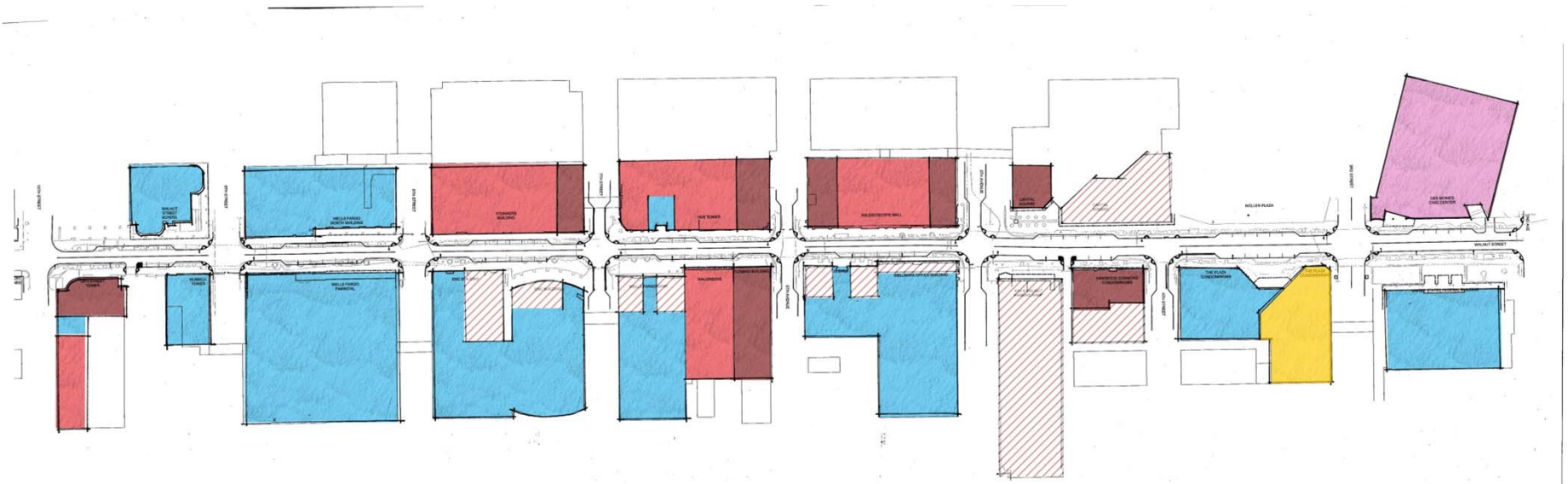


- Celebrate the History of Walnut Street with a Modern Lighting Interpretation.
- Enhance the Project's Visual Identity.
- Create a Unique Destination for the Region.
- Energize the Nighttime Atmosphere.
- Link the Arts (Western Gateway – Riverwalk)

CELEBRATING THE ARTS



A RETURN TO RETAIL



- Downtown Des Moines can currently support an additional 226,800 SF of Retail and Restaurant Development.
- The demand could be absorbed by existing businesses or with the opening of 75 to 125 new Restaurants and Retailers.

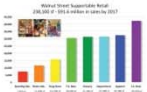
A RETURN TO RETAIL

HISTORY



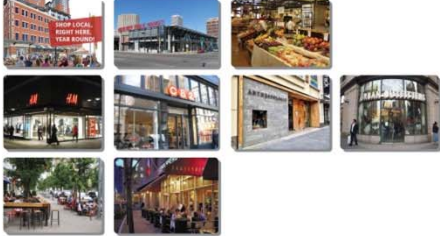
RETAIL MARKET STUDY FINDINGS

by Robert Gibbs, Gibbs Planning Group

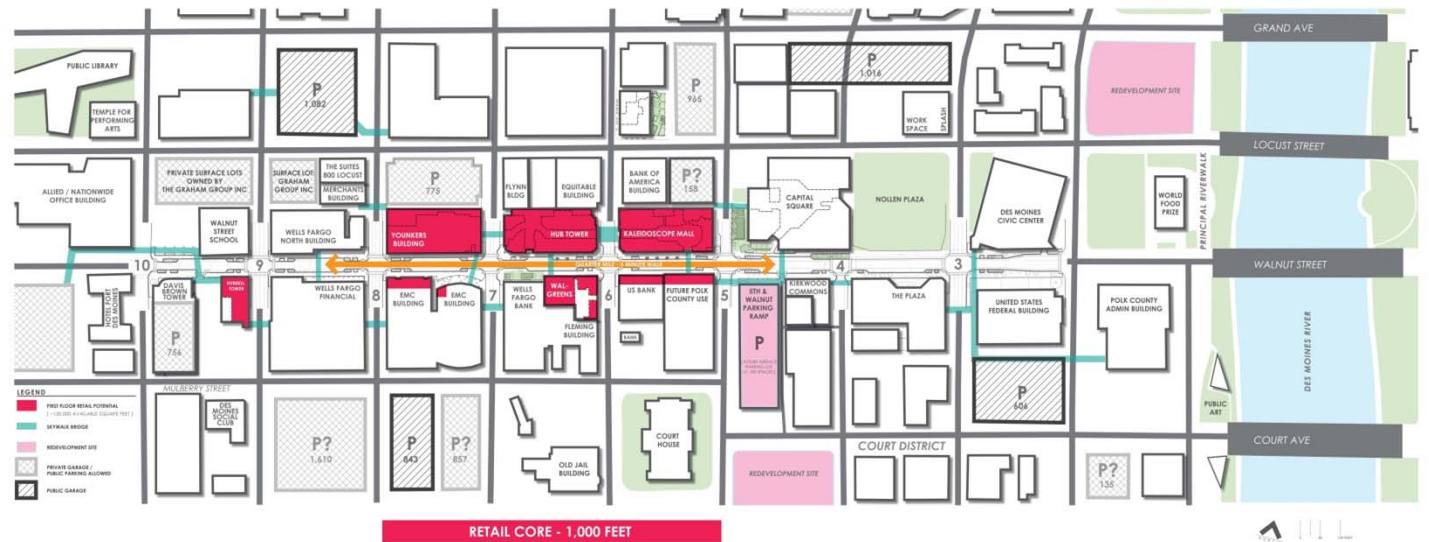


"City of Des Moines could support on condition of 20% of all commercial retail and restaurant development." Robert Gibbs

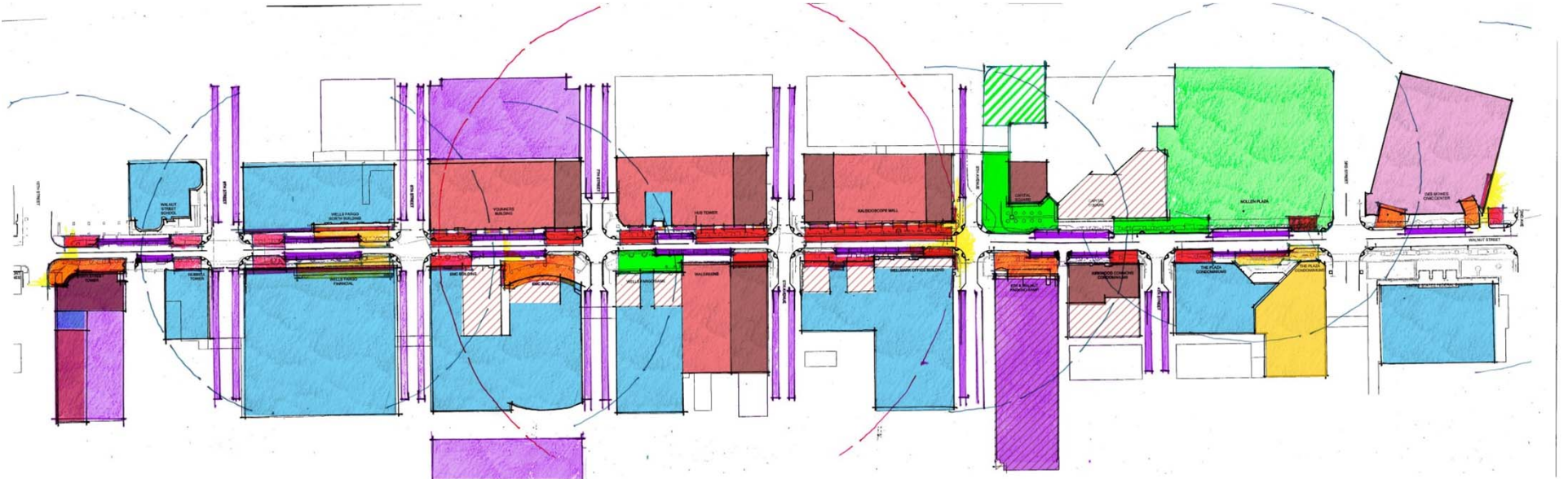
PRECEDENT IMAGERY



RETAIL MARKET STUDY
Walnut Street



WRAP UP - NEXT STEPS



- **Layering of experiences and efforts.**
- **Keys to Transformation rely on each other.**
- **The time is now.**

WRAP UP - NEXT STEPS

ANTICIPATED SCHEDULE

• Public Open House	Today
• Revise per comments of review	Mid March
• Technical Committee Meeting #4	Late March
• Peer Review	Mid April
• Stakeholder Meetings	Early April
• Urban Media – Arts Committee	Early April
• Public Open House (Final)	April 30th
• Finalize Schematic Design	Late April
• City Approval	Early May
• Marketing and Fundraising	Summer
• Construction Documents	Fall 2013
• Minimum (7 th – 8 th) Street under construction	Spring 2014
• Opening	Late Summer 2014

WE WANT TO HEAR FROM YOU

- What did you like about the Vision for Walnut Street?
- What would you change about the plan?
- Kudos..
- Comments...
- Suggestions...

Response Cards in the back

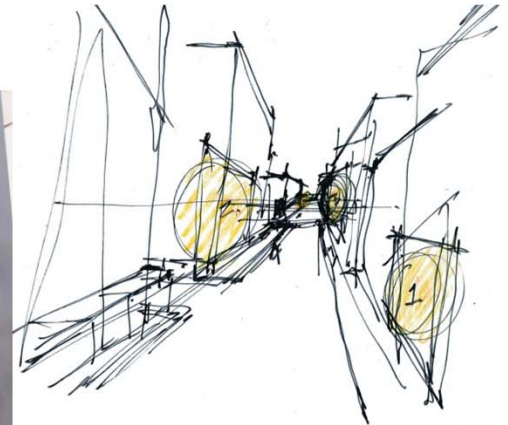
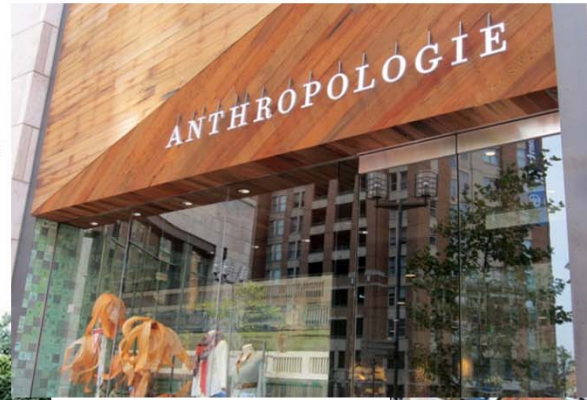
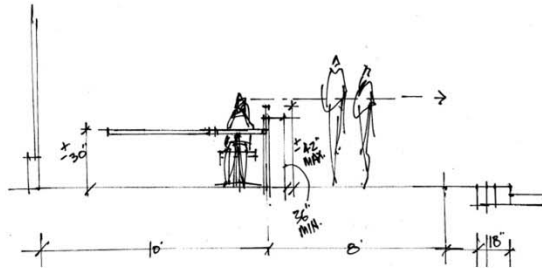
- Website - <http://www.downtowndesmoines.com/projects/4>
- E-mail Address – mcarlile@thinkconfluence.com

WALNUT STREET VISION



CONFLUENCE – GENUS – REYNOLDS URBAN DESIGN – SUBSTANCE – VEENSTRA + KIMM – GIBBS PLANNING GROUP – WAVEGUIDE MEDIA

Walnut Street



South

